

# Komodifikasi anggota JKT48 dan komodifikasi dukungan fans terhadap idola oleh manajemen JKT48 (Analisis hubungan superstructure dan base dalam perspektif kriminologi kritis) = The commodification of JKT48's member and fans among their idol by JKT48's management (Analysis superstructure and base in critical criminology perspective)

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## Abstrak

### [<b>ABSTRAK</b>

Penelitian ini bertujuan untuk mengetahui komodifikasi anggota JKT48 dan komodifikasi dukungan fans terhadap idola yang dilakukan oleh manajemen JKT48. Penelitian ini menggunakan metode kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, analisis wacana kritis. Hasil penelitian ini adalah komodifikasi anggota JKT48 dan komodifikasi dukungan fans karena manajemen JKT48 mentransformasinya sebagai komoditi. Kerugian yang ditimbulkan bagi perempuan yang menjadi anggota JKT48 adalah eksploitasi sebagai pekerja dan kehilangan makna dirinya sebagai perempuan karena direduksi menjadi obyek dan komditi. Sedangkan kerugian yang dapat dialami oleh fans adalah pengurangan hak sebagai konsumen dan mengalami manipulasi sehingga melakukan konsumsi atas komoditi yang sebenarnya bukan komoditi.

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;The purposes of this research are to know about the commodification of JKT48's member and the commodification of the fans' support among their idol that have been done by JKT48's management. This research use qualitative method with observation, interview and critical discourse analysis. The Result of this research is JKT48's management did the commodification against women (JKT48's member) and against fans' support because JKT48's management transformed women and fans' support as a commodity which is can be sold to public. The bad impacts of commodification for women are an exploitation as a labor and they are losing the meaning of themselves as a women because the reduction as an object or a commodity. On the other hand, the bad impacts of commodification for it fans are the decreasing of their rights as a consumer and manipulated by the management so they are consuming among a 'commodity' that not really a 'commodity'.

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